MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019 SESSION

BAE1834 - ENGLISH FOR BUSINESS STUDIES

(All groups/sections)

17th OCTOBER 2018
9.00am – 11.00am
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **SIX** pages with 3 sections only.
2. Answer **ALL** questions.
3. Write all your answers in the answer booklet.

SECTION A: READING COMPREHENSION [25 MARKS]

Instructions: Read the passage carefully and answer ALL questions that follow.

The brand Matters!

1 India will soon have a fifth of the world's working age population. Hiring fresh undergraduates who have a Bachelor's degree in Engineering, Economics, Commerce and Sciences is a great source of talent. The same goes for students who seek employment after doing an MBA. Educational institutions globally have largely been sluggish when it came to embracing the changes that occurred in the world of work. 1. [ ] More than 3000 business schools in India churn out tens of thousands of management graduates each year. MeritTac conducted a study of 2,264 MBA students in the country and found that only 21 per cent of them were considered fit for employment. McKinsey had said that barely one out of four engineers in India would be employable. This means that campus recruitment is far more complex than we thought. It is about attracting the right candidate even when employers are looking at premier institutes to hire from.

2 A lot of people view the word 'brand building' as a process of *blowing your own trumpet*, and are put off by it. Some look at brands as a way of presenting a picture that is different from reality. According to me, brand building is about finding an interesting way to tell the truth. What makes the campus recruitment process different from any other hiring process? The answer lies in the fact the candidate pool is largely undifferentiated. Everyone has the same educational qualification, hence the degree is not a differentiator. The negotiation clout of the student is then a factor of the brand perception of the college and of course, the brand perception the student can create through achievements and differentiated communication.

3 In a market where there is information asymmetry, branding becomes important. Most students look at the company's websites, blogs and speak to seniors or professors about their choice of potential employers. Each of these sources is an 'influencer' in the decision-making process. In case of products and services too, brands help us to make decisions when we are given a choice.

2. [ ] Campus recruitment is placed in the same category. Relying on the interview process to make the right choice is a recipe for disaster. It is of utmost importance for the student to find the right employer and for the employer to find the right fit for mutual benefit. Building and conveying the right employer brand requires dedicated resources and a strategy that takes a long-term view of the talent building process.

4 Campus recruitment is an important source of hiring talent that can be groomed to reflect the values of the organisation. So it is important to invest enough time and resources for its effectiveness. Brand building is a long-term option.

5 Craft a strategy to engage the students of the institution you wish to hire from. 3. [ ] So make a choice about the kind of institution and the kind of students the organisation wishes to attract. It is essential to find appropriate forums which will help you to connect with the students' community giving the employer and employee a chance to evaluate a fit with the culture of the organisation.

6 Have a physical presence strategy: Identify the colleges where the company will invest developing a deep relationship with the faculty and the student community. 4. [ ] Sponsoring a rock show on campus

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or sponsoring a case study competition will have different implications for the employer brand. Evaluate the options according to the brand strategy.

7 Craft a social media policy: The big 3s of social media are: LinkedIn, Twitter and Facebook. Each one has a different strength, which can be exploited to connect and create a brand perception. The presence of senior leaders on the platforms is a great way to craft an employer brand. Remember, the social media route to brand building requires consistency and genuine engagement. I have seen employers create a Twitter account just before they start their campus hiring process and flood it with updates about the company that no one cares about. Be prepared to create content that others will find useful. It is different from getting a full page advertisements in one of India's biggest national dailies. Neither is social media like a billboard.

5. [ ]

8 Go visual: today's millennials are a visual lot. YouTube is an underutilised medium in campus recruiting. Videos of the average employee describing their workplace environment can go a long way in attracting who would fit that culture. Don't just put videos that praise everything about the company. They sound like paid ads and don't generate trust. Speeches by leaders in public can be a great way of building the employer brand.

9 Leverage internships: Companies that treat internships seriously can use this to hire the right talent. Interns can get a chance to evaluate the kind of culture the employer has and meet a cross-section of employees. The employer too gets a chance to evaluate the person over the few weeks. That is a great opportunity for both the employer and employee to make an informed choice.

10 In a good job market there are several jobs chasing a few good students. Here, a strong employer brand gives the employer an edge. It is easy to attract the right students, however with right strategies in place.

11 In a bad market, it is even more important to build a strong employer brand. In this case, the employer will be flooded with choice, which may lead to a false sense of complacency in the hiring team that they are a much sought after employer of choice.

12 A well-crafted employer brand conveyed consistently makes it easy to find the potential employees who will succeed and enjoy working in the environment. This goes far more than just showing up at the campus, screening a few resumes and making an offer. Campus recruitment is about hiring right, not hiring the best.

Adapted from Bhaduri, A. (2013). The brand Matters! *www.humancapitalonline.com.*

Author's Profile

Abhijit Bhaduri is a Talent Management practitioner with global experience across various sectors. Prior to this, he led HR teams at Microsoft, PepsiCo, Colgate and Tata Steel and worked in India, South East Asia and the US and he has been exposed to globally acknowledge best practices in leadership and culture building.

Forbes describes him as "one of the most interesting Globalists".

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Question I (5 marks)

Instructions: Decide which of the sentences (a) – (e) best fits in each of the boxes labelled 1-5 in the passage.

a. The curriculum and methodology used in most b-schools are slow when it comes to adopting the change. ☐

b. Brands provide a short hand for us to guide us through our decisions of narrowing down options which look similar. ☐

c. The engagement model will depend a lot on the brand the employer wishes to create on campus. ☐

d. It is really all about having a conversation between the employer and employee based on authenticity. ☐

e. A brand cannot and will not be everything to everyone. ☐

Question II (5 marks)

Instructions: Find a word in the passage for each of the meanings below.

a. Slow-moving (Paragraph 1)

b. Conclusions that can be drawn from something although it is not explicitly stated. (Paragraph 6)

c. Acting or done in the same way over time, especially so as to be fair or accurate. (Paragraph 7)

d. Use (something) to maximum advantage. (Paragraph 9)

e. A feeling of superior satisfaction with oneself or one's achievements. (Paragraph 11)

Question III (5 marks)

Instructions: For each statement, write (F) if the statement is a fact and (O) if the statement is an opinion.

a. More than 3000 business schools in India churn out tens of thousands of management graduates each year. ☐

b. According to me, brand building is about finding an interesting way to tell the truth ☐

c. The big 3s of social media are: LinkedIn, Twitter and Facebook. ☐

d. YouTube is an underutilised medium in campus recruiting. ☐

e. Campus recruitment is about hiring right, not hiring the best. ☐

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Question IV (10 marks)
Instructions: Answer the following questions in complete sentences.

a. What is the author's purpose for writing this article? (1 mark)
Elaborate. (1 mark)

b. Why does the writer think that campus recruitment is '*more complex than we thought'*(Line 11)? (2 marks)

c. In line 13, what does the idiom "*blowing your own trumpet*" mean? (1 mark)
Explain within the context of the article. (1 mark)

d. List two important strategies that is given in the text, for campus recruitment? (2 marks)

e. Elaborate on why you think the above two strategies are important. (2 marks)

SECTION B: CRITIQUE WRITING [10 MARKS]

Question I (10 marks)
Instructions: Based on the reading text, evaluate the author's and text's **validity, objectivity** and **credibility**. Support your answers with detailed elaboration and provide evidence from the text where necessary. Write your answers in 200 – 250 words.

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SECTION C: LANGUAGE FOCUS [25 MARKS]

Question I (15 marks)
Instructions: Construct a concise sentence based on each set of sentences below.

Example: (0) In the month of April, we detected a quality control issue. It was instructed by the CEO that this item be presented by the manager at the next board meeting.
The CEO instructed the manager to present the quality control issue detected last April in the next board meeting.

a. Your first challenge is to identify issues. It is better to be proactive, to reach out to every customer before they vent to the world through a review site. (3 marks)

b. If a customer reaches out to you with a complaint, whoever takes the call should own the call. Think about your own experiences. Do you like having to explain a problem over and over as you are passed from one person to the next? (3 marks)

c. It is important that whoever deals with the problem, including management, understand that this is not personal. It is not about you. It is addressing an impact problem. Do not make it personal. (3 marks)

d. Ask the customer what he would like you to do and what would make the customer happy. Usually, customers will ask for less than you are prepared to give. If so, this gives you the opportunity to do what the customer wants and a little bit more. (3 marks)

e. Service recovery requires actions and behaviours that are unnatural to most people. You must train and train some more. Make this a part of your company culture. (3 marks)

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Question II (10 marks)

Instructions: Using the word given in capital, add a suitable affix or affixes that fit(s) each blank on the same line.

Example : (0) **POPULAR**

Online shopping in Malaysia is poised for significant growth, given its rising (0) **popularity** and adoption among local consumers.

What is legitimate journalism? It is news that has been verified by an independent organization that is **1)**_____ for the information. **ACCOUNT**

Verification, **2)**_____ and accountability are the characteristics of quality journalism. Let's examine Verification. It's the process of establishing that **3)**_____ is truthful and accurate. **INDEPENDENT** **INFORM**

In 2004, the CBS News broadcast 60 Minutes II claimed it had documents **4)**_____ of the National Guard service of President George W. Bush. But CBS News failed to authenticate the documents and they were, in fact, forgeries. Several journalists, including anchorman Dan Rather, were fired. **CRITIC**

Independence. It is a **5)**_____ from control or influence, combined with **6)**_____ . **FREE** **PARTIAL**

Independence includes objectivity, fairness and balance. But what is fairness? What is balance? And how do we determine that?

Let's take, for example the myth that the measles, mumps, and rubella (MMR) vaccine is the cause of autism. This claim has been completely **7)**_____, yet several Hollywood celebrities continue to endorse it, some backing an anti-vaccine film made by pseudo-scientists. Should journalists reporting on autism give time to the position of the **8)**_____ believers? No. They are not scientists. Their "opinions" cannot be balanced against scientific knowledge and certainty. Both sides are not equal and it is **9)**_____ to treat them equally. **CREDITED** **VACCINE** **LEADING**

Accountability. The process of taking responsibility for the reporting.

News organizations should be clearly identified and journalists' contact information, easily **10)**_____. But most importantly, any news organization or journalist should be prepared to admit errors when they've been made. **OBTAIN**

Verification, Independence and Accountability. These are the three main elements of journalism and what distinguishes it from other kinds of information.

Adapted from Voice of America (2018, May 2)

End of Paper